

# Preparing Digital Business for Children of Indonesian Domestic Worker in Malaysia

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## Abstrak

Makalah ini membahas sebuah inisiatif layanan masyarakat yang memberikan pelatihan pemasaran digital kepada pekerja migran Indonesia di Kuala Lumpur, Malaysia, pada 24 Februari 2023, di Wisma Sabaruddin. Dengan target 40 peserta, yang sebagian besar bekerja di pabrik dan rumah tangga, pelatihan ini membekali mereka dengan keterampilan penting untuk memasarkan produk mereka setelah kembali ke Indonesia. Sesi ini menampilkan presentasi yang menarik diikuti dengan sesi tanya jawab, yang mendorong partisipasi aktif. Hasilnya menunjukkan antusiasme tinggi di antara para peserta, yang melaporkan wawasan berharga tentang strategi pemasaran digital dan mengembangkan rencana pemasaran terstruktur yang disesuaikan dengan produk mereka. Inisiatif ini mengatasi kebutuhan pendidikan pekerja migran dan memberdayakan mereka dengan alat yang diperlukan untuk mencapai keberhasilan wirausaha. Umpan balik positif menunjukkan adanya permintaan yang kuat untuk inisiatif pelatihan lebih lanjut, yang menekankan pentingnya sumber daya pendidikan yang berorientasi pada komunitas dalam meningkatkan keterampilan dan mata pencaharian kelompok yang terpinggirkan. Dengan mendukung individu-individu ini, program semacam itu dapat memupuk ketahanan ekonomi dan membantu mereka dalam reintegrasi ke pasar Indonesia.

**Kata kunci:** Business, Migrant, Worker, Indonesia, Digital

## Abstract

This paper examines a community service initiative that provided digital marketing training to Indonesian migrant workers in Kuala Lumpur, Malaysia, on February 24, 2023, at Wisma Sabaruddin. Aimed at 40 participants, primarily employed in factories and households, the training equipped them with essential skills for marketing their products upon returning to Indonesia. The session featured an engaging presentation followed by a question-and-answer segment, promoting active participation. Results indicated high enthusiasm among participants, who reported valuable insights into digital marketing strategies and developed structured marketing plans tailored to their products. This initiative addressed the educational needs of migrant workers and empowered them with the tools necessary for entrepreneurial success. The positive feedback suggests a strong demand for further training initiatives, underscoring the importance of community-oriented educational resources in enhancing the skills and livelihoods of marginalized groups. By supporting these individuals, such programs can foster economic resilience and aid in their reintegration into the Indonesian market.

**Keywords:** Business, Migrant, Worker, Indonesia, Digital

## 1. INTRODUCTION

Migrant workers are one of the cornerstones of economic growth and development in many countries. Migrant workers refer to foreign individuals who work abroad in various skilled and unskilled jobs outside their home country [1]. The most basic reason for a person to become a migrant worker is to look for opportunities to improve the economy [2]. Nevertheless, migrants are considered foreigners in their destination countries, making them vulnerable to

discrimination [3]. There are other problems such as the opportunity for children of Indonesian migrant workers who find it difficult to get access to education in Malaysia, especially for those who live in areas near plantations and farms [4]. There are at least 2,500 undocumented children of Indonesian migrant workers of school age. However, they cannot get access to education. The children are spread across the states of Johor, Melaka, Negeri Sembilan, and Negeri Pahang in Malaysia [5]. Meanwhile, the provision of scholarships for children of migrant workers in 2020 was reported to be only 152 students [6]. This certainly still does not address the readiness of migrant workers' children in facing the future in other countries and when they return. Migrant children face vulnerability due to environmental changes and lack of local residence registration, making them vulnerable to discrimination and rejection from local urban residents, which can lead to memorable trauma [7]. Their education and future opportunities are a key focus, and seeing the ever-growing potential of the digital revolution, it is important to prepare them with relevant skills. The importance of building a digital business for the children of Indonesian migrant workers in Malaysia lies in its ability to provide inclusive economic opportunities and increase self-reliance. Digital businesses not only open the door to access to the ever-evolving digital world, but can also be a foundation for developing critical skills, expanding networks, and reducing economic disparities they may face, providing a solid foundation for their future.

Based on the description above, considering the limited access to education for children of Indonesian migrant workers in Malaysia, it will certainly have an impact on the opportunities that will be obtained in the future and have the potential to become workers who do not have the ability who are vulnerable to discrimination [8] compared to those who have the ability [9]. Therefore, it is important to equip skills that can support the lives of migrant workers in facing the challenges of the globalization era and digital revolution such as providing digital-based entrepreneurial training.

## **2. METHOD**

A community service event was conducted on August 15, 2024, from 19:00 PM to 21:00 PM Malaysian time at Wisma Sabaruddin, located at 30 Jalan Raja Alang, Chow Kit, 50300 Kuala Lumpur, Malaysia. This face-to-face activity featured a presentation on digital marketing, during which participants engaged with the material presented by the speaker. Concluding the session, a question-and-answer segment allowed participants to seek clarification and further insights on the topics discussed. The 40 attendees comprised Indonesian migrant workers employed in various factories and households in the Kuala Lumpur area, most of whom had not developed business plans for their return to Indonesia.

## **3. RESULT AND DISCUSSION**

The training session on digital marketing for Indonesian migrant workers was successfully conducted, demonstrating a high level of engagement and enthusiasm among the participants. The attendees actively participated throughout the presentation, showing keen interest in the subject matter and asking insightful questions during the discussion segment. This active involvement reflects their eagerness to acquire knowledge that could enhance their skills and business acumen.

As a result of the training, participants reported significant benefits, including the development of structured plans for marketing their products effectively. The knowledge gained from the session empowered them to explore various digital marketing strategies, enabling them

to reach a broader audience and improve their entrepreneurial prospects. Overall, the positive feedback from the participants indicates that the training was instrumental in equipping them with the necessary tools and confidence to succeed in their business endeavors.



Figure 1. Delivering Presentation



Figure 2: Discussion

#### 4. CONCLUSION

In conclusion, the training on digital marketing for Indonesian migrant workers proved to be a valuable initiative, fostering both enthusiasm and engagement among the participants. The structured approach to the training not only provided them with essential knowledge about digital marketing strategies but also equipped them with practical tools to implement these strategies effectively in their own ventures. The positive responses and the development of actionable marketing plans among participants underscore the importance of addressing the educational needs of migrant workers. This initiative has the potential to empower them economically and enhance their entrepreneurial skills, facilitating their successful reintegration into the Indonesian market upon their return. Further training sessions could build on this foundation, ensuring continuous support and development for these individuals in their business endeavors.

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